

United States 2010 Census

Issued April 2010 V.2

Logo Style Guide



U S C E N S U S B U R E A U

United States®
Census
2010

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Introduction

The U.S. 2010 Census logo is the agency's most-used and best-known asset. It is the cornerstone of the 2010 Census program.

Because of its importance, great care must be taken in the use of the 2010 Census logo. The logo is presented in a consistent fashion, and its use must be governed by strict rules. If it is used haphazardly, the logo's value will be diminished.

Most uses of the 2010 Census logo will originate in various program design groups, but from time to time, 2010 Census workers outside of design groups are required to make judgments about the use of the 2010 Census logo, often relating to a one-time use. To facilitate consistency and quality in the use of the logo, among both professional and nonprofessional users, this manual has been prepared.

Exceptions to these guidelines are rare and must be approved by the Census 2010 Publicity Office (C2PO). Your assistance and cooperation in the protection of the 2010 Census logo is valued and appreciated.

Decennial Decision Memorandums

The logos in this guide were officially released by the U.S. Census Bureau. Census Bureau employees can access the following memos on the 2010 Census Portal:

- Release of the United States 2010 Census Logo Memo No. 2
- Release of the American Indian and Alaska Native (AIAN) 2010 Logo Memo No. 15
- Release of the Puerto Rico and Islands Areas 2010 Logos Memo No. 19

Memo No. 2

2010 Decennial Census Program Decision Memorandum Series

April 26, 2005

Memo No. 2

Subject: Names and Logo for Use by the Reengineered Census of Population and Housing

The 2010 Census Decision Memo No. 2 is on the DMD Portal at

[http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20DECISION%20MEMO%202%20\(2ND%20REISSUE\).pdf](http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20DECISION%20MEMO%202%20(2ND%20REISSUE).pdf).

	UNITED STATES DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. Census Bureau Washington, DC 20233-0001
<p>This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-1346.</p>	
<p>April 26, 2005</p> <p>2010 DECENTNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES</p> <p>No. 2 (2nd reissue)</p> <p>MEMORANDUM FOR Distribution</p> <p>From: Preston Jay Waite <i>[signed]</i> Associate Director for Decennial Census</p> <p>Subject: Revision to Official Program Names</p> <p>This memorandum is being re-issued to document revisions to official program names relating to the next decennial census. One intent is to clarify differences between our existing budget subactivity name, the name for the overall effort, and the name for the 2010 Census component of that effort.</p> <ul style="list-style-type: none"> • The official name for the overall effort is now the 2010 Decennial Census Program. Note that this is singular, not plural. This replaces the previous official name of Reengineered Census of Population and Housing. • To be consistent with this change, we will change our official budget subactivity name from 2010 Decennial Census to 2010 Decennial Census Program. If possible we will make this change beginning with our FY 2007 budget request. This budget subactivity will remain within the "Demographic Statistics Programs" budget activity. • When presenting information about the 2010 Decennial Census Program reengineering effort, there still will be times when it is important to differentiate between the three major components of that effort. In those situations, the following names should still be used: <ul style="list-style-type: none"> • American Community Survey (ACS) • MAF/TIGER Enhancements Program (MTEP) • 2010 Census 	

Memo No. 15

2010 Decennial Census Program Decision Memorandum Series

September 29, 2006

Memo No. 15

Subject: 2010 Census logo for the American Indian and Alaska Native (AIAN) population

The 2010 Census Decision Memo No. 15 is on the DMD Portal at <<http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20Decision%20Memo%2015.pdf>>.



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-3770.

September 29, 2006

2010 DECENTNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES

No. 15

MEMORANDUM FOR Distribution

From: Preston Jay Waite *[signed]*
Associate Director for Decennial Census

Subject: 2010 Census American Indian and Alaska Native Logo

This memorandum is being issued to document the approved 2010 Census logo for the American Indian and Alaska Native population. This logo may be used for publications produced for the American Indian and Alaska Native population. The official logo appears below:



This is the same logo that was used in Census 2000, with "2010" added in place of "2000" and with a trademark (TM) symbol. Divisions may add text and graphics (but not another logo) alongside or beneath this logo for the purposes of identifying specific components or operations in regards to the American Indian and Alaska Native population.

External users wishing to use the 2010 Census logo must register by calling the Census Bureau's Public Information Office at (301) 763-3691. Registered users will receive guidelines and graphical files for their use. In addition, registered users cannot share these files with other entities.

Memo No. 19

2010 Decennial Census Program Decision Memorandum Series

June 14, 2007

Memo No. 19

Subject: 2010 Census Logos for Puerto Rico, the U.S. Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of the Northern Mariana Islands

The 2010 Census Decision Memo No. 19 is on the DMD Portal at <<http://dscmoop2.decennial.census.gov:7778/portal/page/portal/2010censusplanninghome/dmd2010prg0000001/DMD2010MEM0000001/DMD2010MEM0000005/2010%20Decision%20Memo%2019.pdf>>.



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001

This memorandum is intended for internal Census Bureau use only. If you have any questions regarding the use or dissemination of this information, please contact James L. Dinwiddie, Assistant Division Chief for Communications, Decennial Management Division, at (301) 763-3770.

July 31, 2007

2010 DECENTNIAL CENSUS PROGRAM DECISION MEMORANDUM SERIES

No. 19 (Reissue)

MEMORANDUM FOR The Distribution List

From: Teresa Angueira *[signed]*
Associate Director for Decennial Census

Subject: 2010 Census Logos for Puerto Rico, the United States Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of Mariana Islands

Contact Person: James Dinwiddie
Decennial Management Division, (301) 763-1346
Assistant Division Chief for Communications

This memorandum is being reissued to indicate the correct color code of the 2010 Census Puerto Rico Logo; to add the previously approved 2010 Census Pacific Islands Logo on the memorandum attachment, and to provide the accurate issuance date of the American Indian and Alaska Native logo memo. The original memorandum illustrated the approved 2010 United State Census logos for Puerto Rico, United States Virgin Islands, Pacific Islands, Guam, American Samoa, and the Commonwealth of Mariana Islands. These are the same logos that were used in Census 2000, with "2010" added in place of "2000". No changes were made to any of the logos in the previous version of this memorandum.

This memorandum documents the following changes:

- The color code of the 2010 Census Puerto Rico logo was changed to indicate the correct code-Pantone 2613c.
- The previously approved 2010 Census logo for the Pacific Islands has been added to the attachment in Red and Black colors.
- The release date of the 2010 America Indian and Alaska Native Logo memo was changed to reflect the correct date - September 29, 2006.

Support Type Styles

This section describes the supporting type styles for the 2010 Census logo.

Type style consistency, particularly on 2010 Census logo application materials, is essential for projecting a cohesive public image and recognizable design style.

The Lucida type family as a serif type style and the Lucida Sans type family as a sans serif type style have been selected as the preferred support type styles for the 2010 Census identity system. These type styles should be used for all text on materials using the 2010 Census logo. Shown here is a selection of available weights and styles of the Lucida and Lucida Sans type families. Selection of the appropriate typography style within this family will be left to the discretion of the art director or project manager.

Preferred serif type style

Lucida Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Preferred sans serif type style

Lucida Sans Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Lucida Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Times Roman type family as a serif type style and the Helvetica type family as a sans serif type style have been selected as the alternate support type styles for the 2010 Census identity system when the Lucida or Lucida Sans type families are not available. A selection of available weights and styles are shown here. Selection of the appropriate typography style within the Times Roman and Helvetica families will be left to the discretion of the art director or project manager.

Alternate serif type style

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Alternate sans serif type style

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

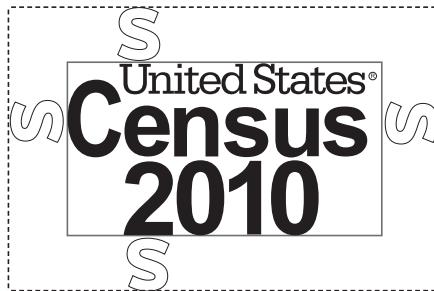
2010 Census Logo Standards

3.1

2010 Census Logo

The 2010 Census logo consists of the words “United States 2010 Census,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



3.2

2010 Census Colors

The 2010 Census logo is limited to two developed colors, Census red and black.

2010 Census black



Black
(Both coated and uncoated)

2010 Census red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos



Reverse logos



Positive Logos with Tagline



Reproduction Sizes

The logo should not be used so small that the readability or reproduction quality is reduced.

A solid positive logo or reverse logo should be no smaller than 5/8" wide. See example below. Make sure the line screen is 133 or finer. If you want to use a coarser screen, make sure the logo is no smaller than 3/4" wide.

If a logo smaller than 5/8" is required, it must be approved by the Census 2010 Publicity Office (C2PO).



3.5

Unacceptable Logo Usage

Do not enclose the logo or the logo type in other shapes.



Do not violate the logo clear zone.



Do not place logo over complex backgrounds.



Do not add or change typeface of logo type.



Do not abbreviate logo typeface or add other words.



Do not alter color from accepted standards.



Do not alter size or proportions of elements within the logo.



Do not use the logo without the 2010.



American Indian and Alaska Native (AIAN) Logo Standards

4.1

AIAN Logo

The AIAN logo consists of the words “United States 2010 Census” with two feathers encircling the words, displayed in the specific fonts that were created for this logo. No other font can be used to build the logo. This logo is for use on products and materials created for the AIAN population. The AIAN logo should never be used together with the 2010 Census logo on any material.

When the AIAN logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the outside of the circle created by the feathers) away from illustrations, photographs, rules, page edges, or other type.

Circles can be used in place of the “s” for measuring spacing around the logo, as long as the circles are the same height as the “s” as illustrated.



AIAN 2010 Logo Colors

The AIAN 2010 logo is limited to two developed colors, Census red and black, as defined earlier in this style guide.

Coated and uncoated paper stock swatches of the AIAN 2010 colors are provided in the back of this manual.

AIAN 2010 Census black



Black
(Both coated and uncoated)

AIAN 2010 Census red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

AIAN 2010 Logo Color Combinations

The AIAN 2010 logo combinations are to be used in the manner shown below only, solid black or red words and black feathers.

The logo can also be used in reverse, as solid white only, with a background no lighter than 60 percent color saturation.

Positive logos



Reverse logos



Unacceptable Logo Usage

Do not violate the logo clear zone.



Do not place logo over complex backgrounds.



Do not alter position of the feathers.



Do not add or change typeface of logo type.



Do not abbreviate logo typeface or add other words.



Do not alter color from accepted standards.



Do not alter size or proportions of elements within the logo.



Do not use the logo without the 2010.



Puerto Rico Logo Standards

5.1

English Version

5.1.1

2010 Census Puerto Rico Logo

The 2010 Census Puerto Rico logo consists of the words “2010 Census Puerto Rico,” as stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census Puerto Rico logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



**Census®
2010**
Puerto Rico

It's In Our Hands

5.1.2

2010 Census Puerto Rico Colors

The 2010 Census Puerto Rico logo is limited to two developed colors, 2010 Census Puerto Rico purple and black.

Coated and uncoated paper stock swatches of the 2010 Census Puerto Rico colors are provided in the back of this manual.

2010 Census Puerto Rico black



Black
(Both coated and uncoated)

2010 Census Puerto Rico purple



PANTONE® 2613C
(For coated paper stock) PANTONE® 2613U
(For uncoated paper stock)



Process builds for
PANTONE® 2613
(For both coated and uncoated paper stock)

C: 63.0
M: 100.0
Y: 0.0
K: 15.0

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

5.1.3

Positive and Reverse Logos

Although the preferred use of the logo is 2010 Census Puerto Rico purple or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

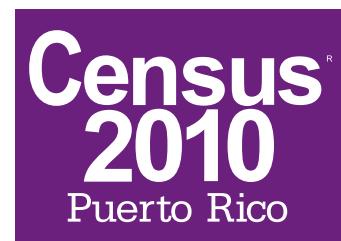
As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census purple or black, whichever offers the most contrast between the stock and the logo.

Positive logos



Reverse logos



Positive logos with tagline



5.2

Spanish Version

5.2.1

Censo 2010 Puerto Rico Logo

The Censo 2010 Puerto Rico logo consists of the words “Censo 2010 Puerto Rico,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the Censo 2010 Puerto Rico logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Censo) away from illustrations, photographs, rules, page edges, or other type.



**Censo®
2010
Puerto Rico**

**Está En
Nuestras Manos**

Censo 2010 Puerto Rico Colors

The Censo 2010 Puerto Rico logos are limited to two developed colors, Censo 2010 Puerto Rico purple and black.

Coated and uncoated paper stock swatches of the Censo 2010 Puerto Rico colors are provided in the back of this manual.

Censo 2010 Puerto Rico black



Black
(Both coated and uncoated)

Censo 2010 Puerto Rico purple



PANTONE® 2613C
(For coated paper stock)



PANTONE® 2613U
(For uncoated paper stock)



Process builds for
PANTONE® 2613
(For both coated and uncoated paper stock)

C: 63.0
M: 100.0
Y: 0.0
K: 15.0

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

5.2.3

Positive and Reverse Logos

Although the preferred use of the logo is 2010 Census Puerto Rico purple or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census purple or black, whichever offers the most contrast between the stock and the logo.

Positive logos



Reverse logos



Positive logos with tagline



**Está En
Nuestras Manos**



**Está En
Nuestras Manos**

Island Areas Logo Standards

6.1

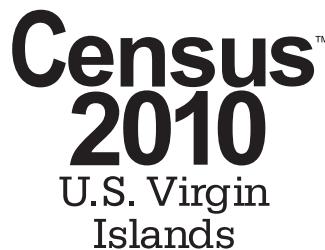
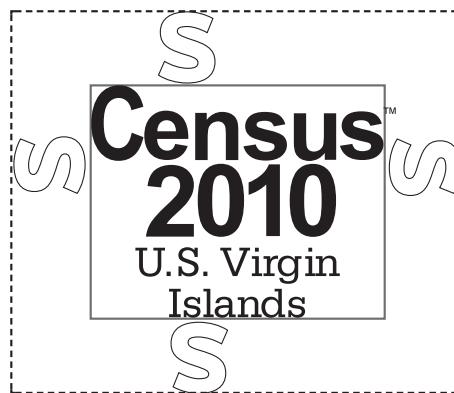
U.S. Virgin Islands

6.1.1

2010 Census U.S. Virgin Island Logo

The 2010 Census U.S. Virgin Islands logo consists of the words “2010 Census U.S. Virgin Islands,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census U.S. Virgin Islands logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



It's In Our Hands

6.1.2

2010 Census U.S. Virgin Island Logo

The 2010 Census U.S. Virgin Islands logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census U.S. Virgin Islands colors are provided in the back of this manual.

2010 Census U.S. Virgin Islands black



Black
(Both coated and uncoated)

2010 Census U.S. Virgin Islands red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

6.1.3

Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline

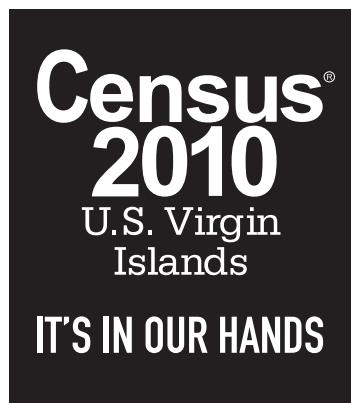


IT'S IN OUR HANDS



IT'S IN OUR HANDS

Reverse logos with tagline



IT'S IN OUR HANDS



IT'S IN OUR HANDS

6.2

Commonwealth of the Northern Mariana Islands

6.2.1

2010 Census Commonwealth of the Northern Mariana Islands Logo

The 2010 Census Commonwealth of the Northern Mariana Islands logo consists of the words “2010 Census Commonwealth of the Northern Mariana Islands,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census Commonwealth of the Northern Mariana Islands logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



6.2.2

2010 Census Commonwealth of the Northern Mariana Islands Colors

The 2010 Census Commonwealth of the Northern Mariana Islands is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census Commonwealth of the Northern Mariana Islands colors are provided in the back of this manual.

2010 Census Commonwealth of the Northern Mariana Islands black



Black
(Both coated and uncoated)

2010 Census Commonwealth of the Northern Mariana Islands red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

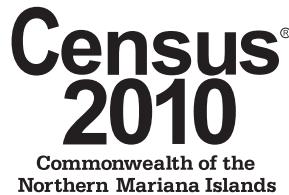
Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline

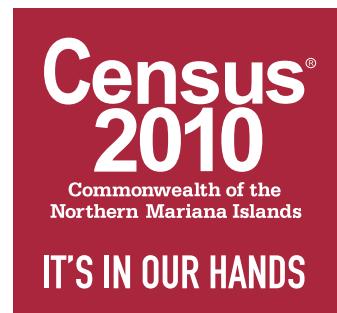
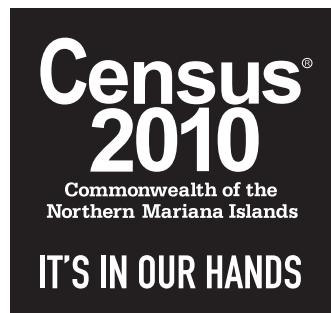


IT'S IN OUR HANDS



IT'S IN OUR HANDS

Reverse logos with tagline



6.3

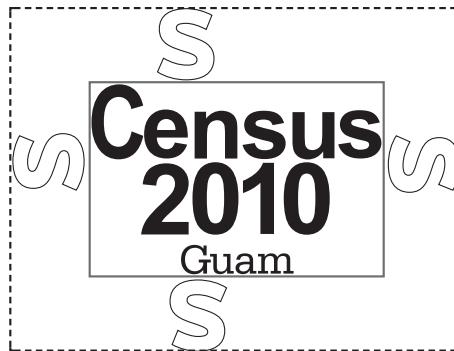
Guam

6.3.1

2010 Census Guam Logo

The 2010 Census Guam logo consists of the words “2010 Census Guam,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census Guam logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



**Census®
2010
Guam**

IT’S IN OUR HANDS

2010 Census Guam Colors

The 2010 Census Guam logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census Guam colors are provided in the back of this manual.

2010 Census Guam black



Black
(Both coated and uncoated)

2010 Census Guam red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline

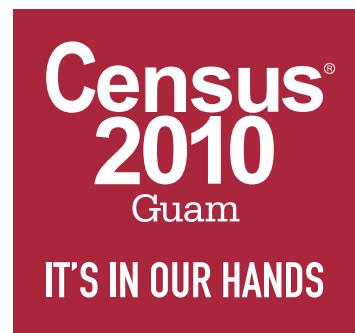
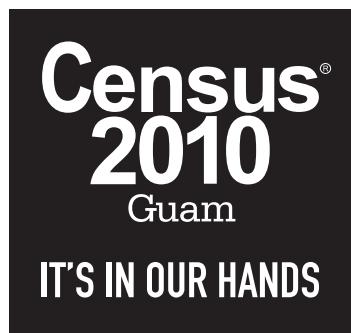


IT'S IN OUR HANDS



IT'S IN OUR HANDS

Reverse logos with tagline



6.4

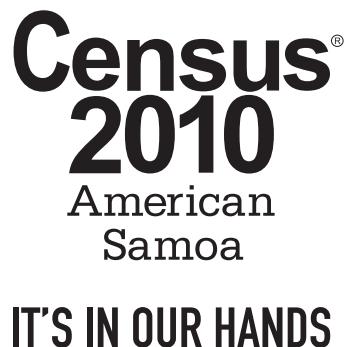
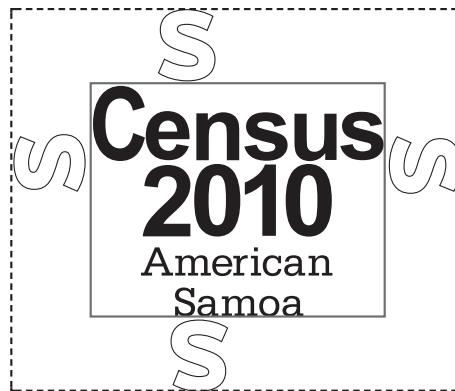
American Samoa

6.4.1

2010 Census American Samoa Logo

The 2010 Census American Samoa logo consists of the words “2010 Census American Samoa,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census American Samoa logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



2010 Census American Samoa Colors

The 2010 Census American Samoa logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census American Samoa colors are provided in the back of this manual

2010 Census American Samoa black



Black
(Both coated and uncoated)

2010 Census American Samoa red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

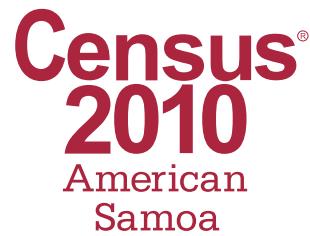
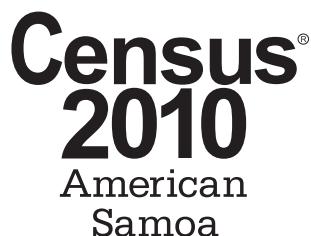
Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

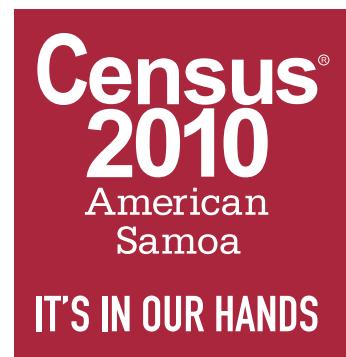
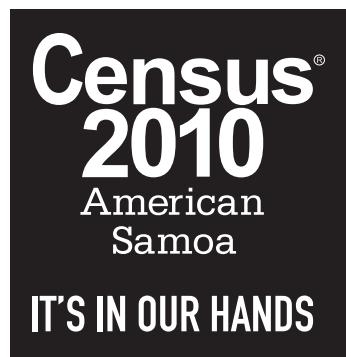
As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos with tagline



Reverse logos with tagline



6.5

Pacific Islands

6.5.1

2010 Census Pacific Islands Logo

The 2010 Census American Samoa logo consists of the words “2010 Census American Samoa,” as a stand alone or coupled with the 2010 tagline “It’s In Our Hands” displayed in the specific fonts that were created for this logo. No other font can be used to build the logo.

When the 2010 Census American Samoa logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo’s importance. One good general rule is that the logo be one “s” height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.



**Census®
2010**
Pacific Islands

IT'S IN OUR HANDS

2010 Census Pacific Islands Colors

The 2010 Census Pacific Islands logo is limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census Pacific Islands colors are provided in the back of this manual.

2010 Census Pacific Islands black



Black
(Both coated and uncoated)

2010 Census Pacific Islands red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

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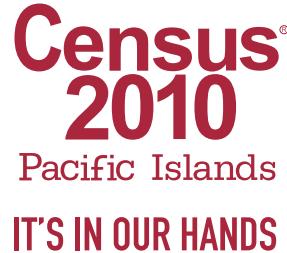
Positive and Reverse Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

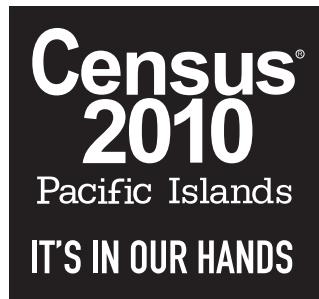
As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

Positive logos



Reverse logos



Asian Language Logo Standards

7.1

2010 Census Asian Language Logos

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's Asian Language target markets.

When one of the Asian Language 2010 logos are used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some Asian Language 2010 logos.



全靠您我掌握

Chinese



私たちの協力から始まります。

Japanese

2010 Census Asian Language Colors

The Asian Language 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

Asian Language 2010 logo black



Black
(Both coated and uncoated)

Asian Language 2010 logo red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

These are examples of some Asian Language 2010 positive logos.



Chinese



Japanese



Korean



Vietnamese

Reverse Logos

These are examples of some Asian Language 2010 reverse logos.

Chinese



United States™
Census
2010

美國人口普查

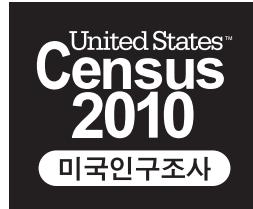
Japanese



United States™
Census
2010

米国国勢調査

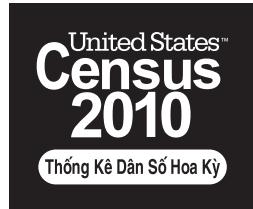
Korean



United States™
Census
2010

미국인구조사

Vietnamese



United States™
Census
2010

Thống Kê Dân Số Hoa Kỳ

These are examples of some Asian Language 2010 tagline logos.

	Positive	Reverse
Chinese	 United States™ Census 2010 美國人口普查 全靠您我掌握	 United States™ Census 2010 美國人口普查 全靠您我掌握
Japanese	 United States™ Census 2010 米国国勢調査 私たちの協力から始まります。	 United States™ Census 2010 米国国勢調査 私たちの協力から始まります。
Korean	 United States™ Census 2010 미국인구조사 우리 손에 있습니다	 United States™ Census 2010 미국인구조사 우리 손에 있습니다
Vietnamese	 United States™ Census 2010 Thống Kê Dân Số Hoa Kỳ MỖI NGƯỜI GÓP MỘT TAY	 United States™ Census 2010 Thống Kê Dân Số Hoa Kỳ MỖI NGƯỜI GÓP MỘT TAY

Emerging Market Logo Standards

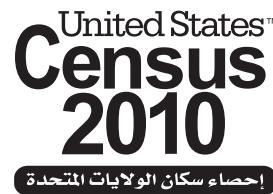
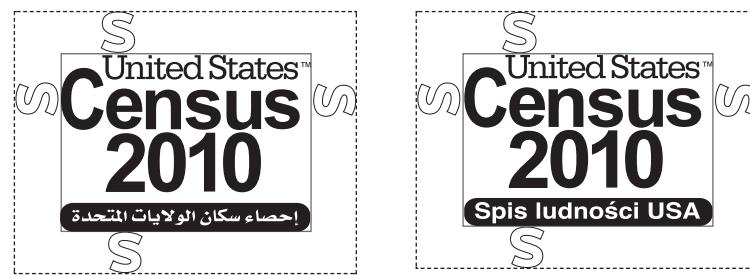
8.1

2010 Census Emerging Market Logos

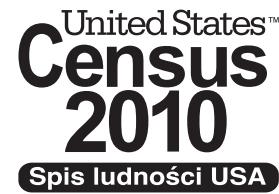
To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's emerging target markets.

When one of the emerging market 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some Emerging Market 2010 logos.



Arabic



Polish

Jest w naszych rękach

45

2010 Census Emerging Market Colors

The emerging market 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

Emerging Market 2010 logo black



Black
(Both coated and uncoated)

Emerging Market 2010 logo red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

These are examples of some Emerging Market 2010 positive logos.



Arabic



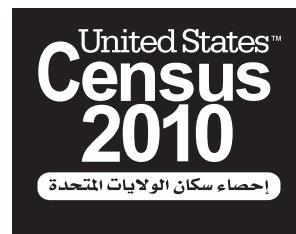
Polish



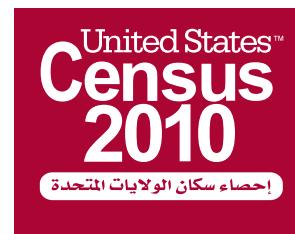
Russian

Reverse Logos

These are examples of some Emerging Market 2010 reverse logos.



Arabic



Polish

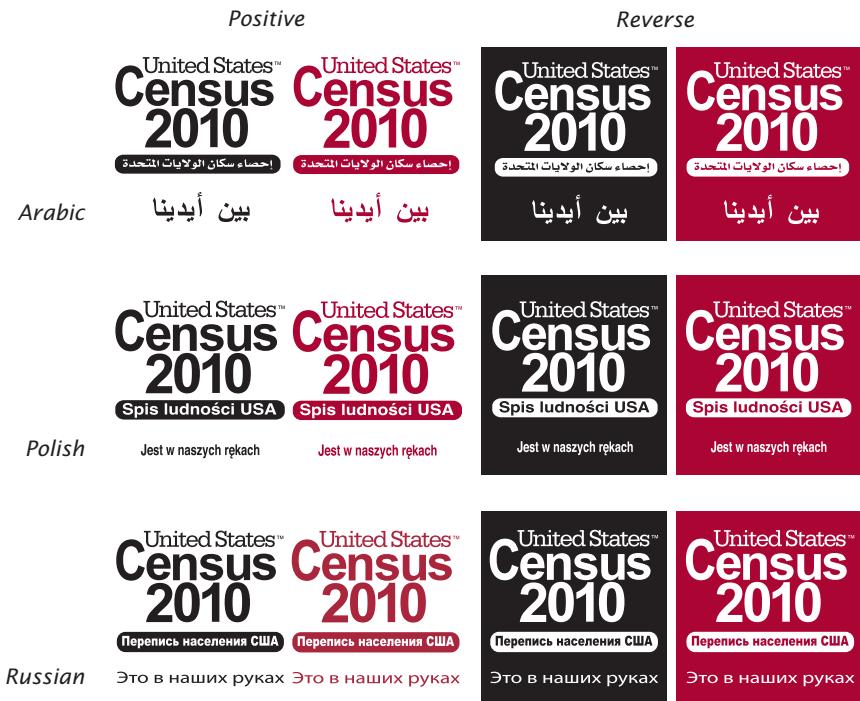


Russian



8.5

These are examples of some Emerging Language 2010 tagline logos.



Legacy Language Logo Standards

2010 Census Legacy Language Logos

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's in-language audiences.

When one of the legacy language 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some In-Language 2010 logos with tagline.



C'EST ENTRE NOS MAINS

French



ES LIEGT IN UNSEREN HÄNDEN

German



Από εμάς εξαρτάται

Greek

2010 Census Legacy Language Colors

The legacy language 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

Legacy Language 2010 logo black



Black
(Both coated and uncoated)

Legacy Language 2010 logo red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)

C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)

C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

These are examples of some Legacy Language 2010 positive logos.



Recensement des États-Unis 2010

C'EST ENTRE NOS MAINS



Vereinigte Staaten
Volkszählung 2010

ES LIEGT IN UNSEREN HÄNDEN



Η Απογραφή Πληθυσμού
Ηνιαμένων Πολιτειών του 2010

Από εμάς εξαρτάται



Stati Uniti Censimento 2010

È TUTTO NELLE NOSTRE MANI



פְּאָרָאִילִיקָעָן
שְׁשָׁשָׁן
2010
עַמְּגַדְּלָה

אֵין אָנוּכְּדָעָנָה הָעֵנָה לִגְתָּעָה



Recensement des États-Unis 2010

C'EST ENTRE NOS MAINS



Vereinigte Staaten
Volkszählung 2010

ES LIEGT IN UNSEREN HÄNDEN



Η Απογραφή Πληθυσμού
Ηνιαμένων Πολιτειών του 2010

Από εμάς εξαρτάται



Stati Uniti Censimento 2010

È TUTTO NELLE NOSTRE MANI



פְּאָרָאִילִיקָעָן
שְׁשָׁשָׁן
2010
עַמְּגַדְּלָה

אֵין אָנוּכְּדָעָנָה הָעֵנָה לִגְתָּעָה

French

German

Greek

Italian

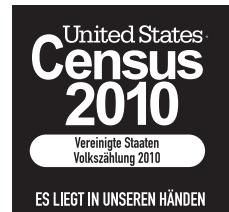
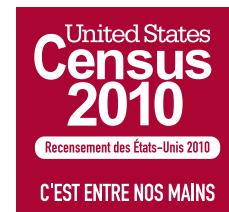
Yiddish

Reverse Logos

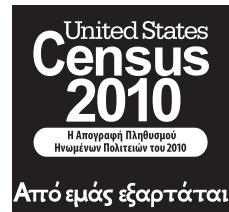
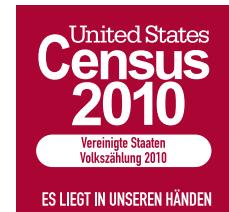
These are examples of some Legacy Language 2010 reverse logos with tagline.



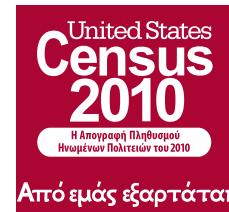
French



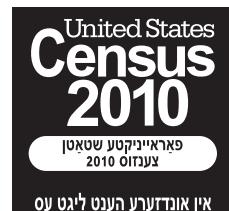
German



Greek



Italian



Yiddish



In-Language Logo Standards

10.1

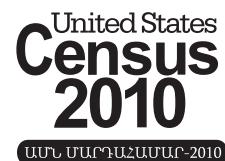
2010 Census In-Language Logos

In February 2009, the American Recovery and Reinvestment Act of 2009 provided additional funds that allowed the creation of 14 additional In-Language logo to be used to target minority markets.

To make the 2010 Census more readily understandable to those audiences unfamiliar with the census due to language barriers or country of origin, the 2010 Census logo has been translated for some of the Census Bureau's minority in-language audiences.

When one of the In-language 2010 logos is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance unless it's being coupled with the 2010 tagline "It's In Our Hands". One good general rule is that the logo be one "s" height (from the word Census) away from illustrations, photographs, rules, page edges, or other type.

These are both examples of some In-Language 2010 logos with tagline.



ԱՅՆ ԱՐԵՐ ԶԵՇՔՈՒՄ Է
Armenian



মার্কিন যুক্তরাষ্ট্রের সেন্সাস
Bengali



مرشماری سال ۲۰۱۰ در دستان ماست

Farsi



हमारा भविष्य हमारे हाथ
Hindi



Portuguese

Tagalog

2010 Census In-Language Colors

The In-Language 2010 logos are limited to two developed colors, Census red and black.

Coated and uncoated paper stock swatches of the 2010 Census colors are provided in the back of this manual.

In-Language 2010 logo black



Black
(Both coated and uncoated)

In-Language 2010 logo red



PANTONE® 194C
(For coated paper stock)



PANTONE® 187U
(For uncoated paper stock)



Process builds for
PANTONE® 194C
(For coated paper stock)
C: 0.0
M: 91.0
Y: 56.0
K: 34.0



Process builds for
PANTONE® 187U
(For uncoated paper stock)
C: 0.0
M: 91.0
Y: 72.0
K: 23.5

* The colors shown in this book are for example only and are not intended to match PANTONE® colors. See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

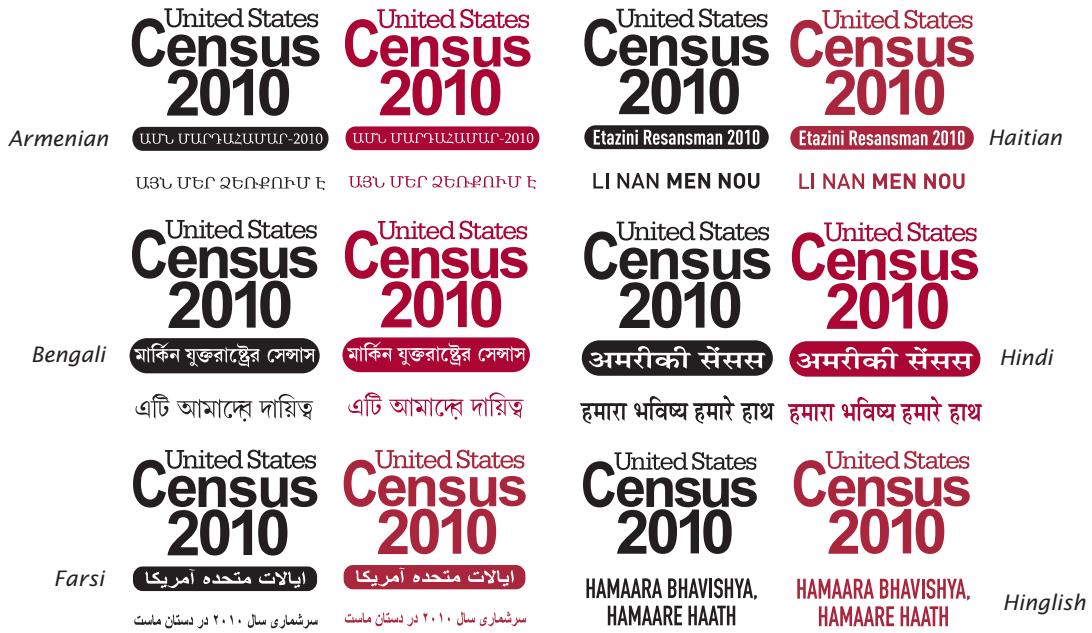
Positive Logos

Although the preferred use of the logo is Census red or black on a white or light background, there may be a need, from a design standpoint, to use the logo in a reversed format. Attention must then be given for the logo to be clearly readable. Background colors that are dark enough to provide adequate contrast should be used.

As a general rule, mid-range (55 percent) or less color saturation should be avoided since there is not enough contrast for effective logo use.

When a positive logo is used on a color background, such as colored paper stock, the logo will appear in Census red or black, whichever offers the most contrast between the stock and the logo.

These are examples of some In-Language 2010 positive logos with tagline.



10.3

Hmong

United States
Census
2010

U.S. Kev Suav Neeg

NWS YOG PEB SAWVDAWS
LUB LUAG HAUJLWM

United States
Census
2010

U.S. Kev Suav Neeg

NWS YOG PEB SAWVDAWS
LUB LUAG HAUJLWM

Khmer

United States
Census
2010

សៀវភៅអាមេរិកជាតិនៃសាមារណ៍

ពិនិត្យការបំណើនៅក្រោមរដ្ឋបាល

Laotian

United States
Census
2010

ສ້າມາລະໄມកົວຂອງ

ສະຫະລະດັບອານຸវົກາ

ນັ້ນຢູ່ໃນຄວາມຮັບດີດຂອບ

ຂອງພວກເຮົາຫຼັກຄົມ

Portuguese

United States
Census
2010

ESTÁ NAS NOSSAS MÃOS

United States
Census
2010

សៀវភៅអាមេរិកជាតិនៃសាមារណ៍

ពិនិត្យការបំណើនៅក្រោមរដ្ឋបាល

United States
Census
2010

ສ້າມາລະໄມកົວຂອງ

ສະຫະລະດັບອານຸវົກາ

ນັ້ນຢູ່ໃນຄວາມຮັບດີດຂອບ

ຂອງພວກເຮົາຫຼັກຄົມ

United States
Census
2010

ESTÁ NAS NOSSAS MÃOS

Hmong

United States
Census
2010

NASA ATING MGA KAMAY

United States
Census
2010

NASA ATING MGA KAMAY

Tagalog

United States
Census
2010

ការស្តារតសាមីនិង

ប្រជាករសង្គមទីផ្សារ

United States
Census
2010

ការស្តារតសាមីនិង

ប្រជាករសង្គមទីផ្សារ

Thai

United States
Census
2010

Перепис населення в США

Усе в наших руках

United States
Census
2010

Перепис населення в США

Усе в наших руках

Ukrainian

United States
Census
2010

مردم شماری، امریکہ

یہ بھارت اختیار میں ہے۔

United States
Census
2010

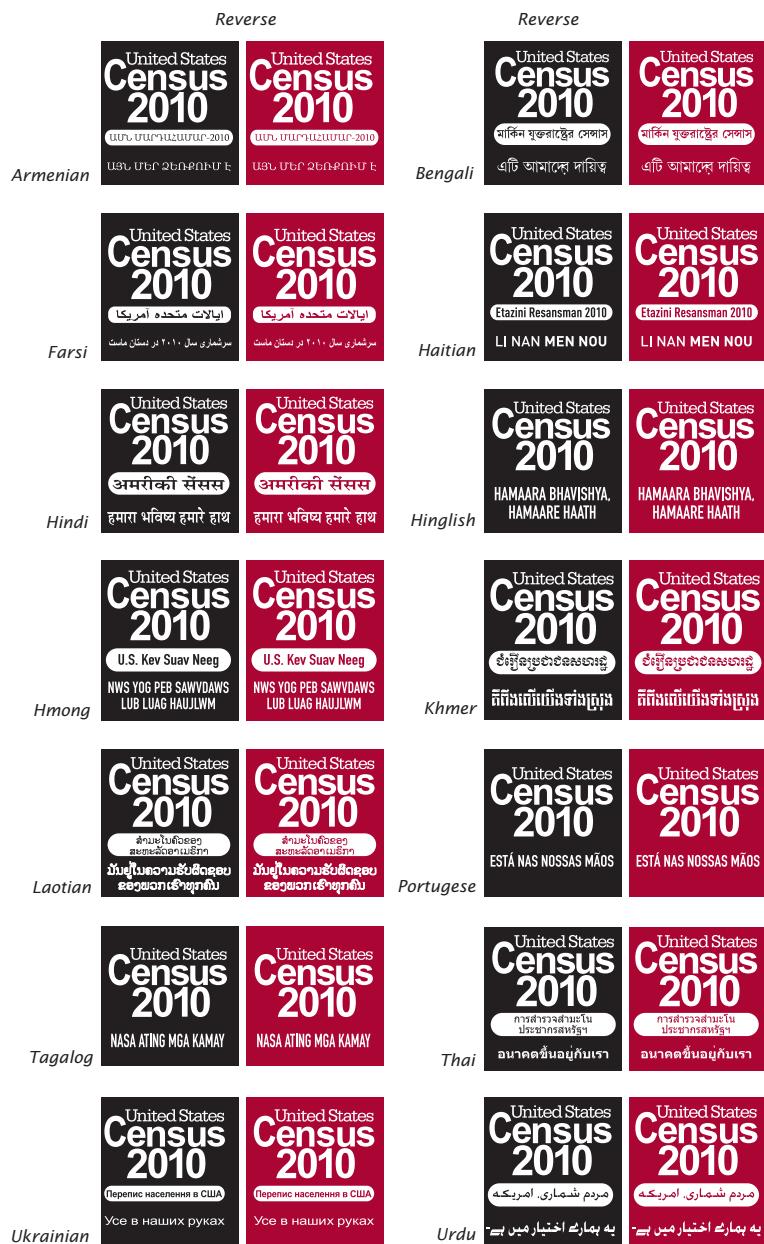
مردم شماری، امریکہ

یہ بھارت اختیار میں ہے۔

Urdu

Reverse Logos

These are examples of some In-Language 2010 tagline logos with tagline.



Email Designation

Several email designations have been designed to be used by Census employees to increase the public's awareness of the 2010 Census Website and social media partners links.

Example 1:

U.S. DEPARTMENT OF COMMERCE
U.S. Census Bureau
Washington, D.C. 20233

Jane Doe
Program Analyst, Communications & Coordination
Census 2010 Publicity Office (C2PO)

Phone: (301) xxx-xxxx
Fax: (301) xxx-xxxx
E-mail: Jane.doe@census.gov

United States®
Census
2010

Example 2:

Jane Doe
Census 2010 Publicity Office
Program Analyst, Communications & Coordination
301-xxx -xxxx - Office
301-xxx-xxxx - Fax
Room: 8HXXX

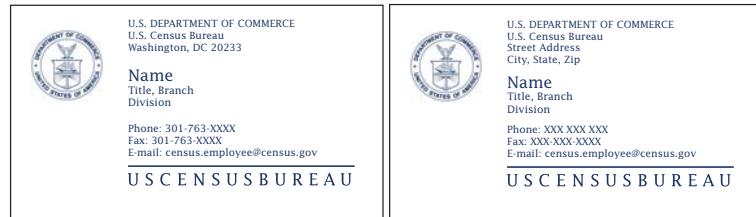
United States®
Census
2010

Read the 2010 Census Blog, connect with us on Facebook, Twitter and YouTube to get more tips, or visit our 2010 Census site.

Business Card Guidelines

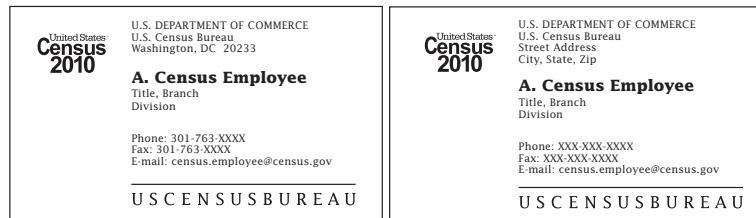
A format has been designed for the Census Bureau that contains the 2010 Census logo along with the Census Bureau wordmark. In addition, a format has been designed for the AIAN logo with the Census Bureau wordmark. This is the set format for the Census Bureau and its subsidiaries and must not be deviated from. For specifications of logos, type styles, and type sizes, refer to the Census Bureau's Corporate Identity guidelines. The specific tag line will be added in future editions.

Business card examples



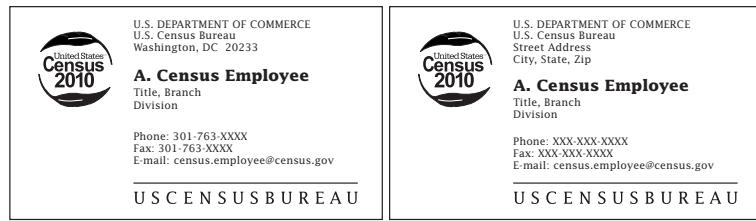
HQ standard

RO standard



HQ standard 2010

RO standard 2010



AIAN HQ standard 2010

AIAN RO standard 2010

Footnote: All other Census Bureau Stationery, i.e., letterhead, envelope, fax coversheets, must follow the guidelines set by the Census Bureau's Corporate Identity guidelines. See the Census Bureau's Web site at <http://www.acsd.census.gov/services/Publications_Printing_and_Graphics_Design_Services/pfphome.htm> and <www.lighthousestore.org> for more information.

Marketing and Advertising

Like print advertising, brochure, factsheet, and poster design will always require a wide range of design and layout solutions in order to meet ever-changing communication requirements. Specific design standards, typesetting specifications, and other guidelines used by many other print applications in this manual will not apply. However, it is essential that all logos use guidelines discussed in sections 2.0 and 3.0 of this manual be followed to ensure effective and proper use of identity.

Always establish the minimum clear zone around the logo as diagrammed on page 10. The logo should be positioned so that it complements the overall ad layout. A tastefully sized logo should be used. Oversizing should be avoided.

The logo should appear in full color whenever possible. Four-color process reproduction will likely be used in print advertising. Always use the four-color process formulas provided on page 11 of this manual.

13.1

Brochure

13.1.1

Brochure Examples With the 2010 Census Logo and U.S. Census Bureau Wordmark Together

The following are examples of how the 2010 Census logo and the U.S. Census Bureau wordmark could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.



13.1.2

Brochure Cover Examples With the AIAN 2010 Logo and U.S. Census Bureau Wordmark Together

The following are examples of how the AIAN 2010 Census logo could be used with the Census Bureau wordmark.

Remember that these are merely examples, so always take into consideration the guidelines set for the 2010 Census logo, the AIAN logo, and the Census Bureau wordmark.



13.1.3

Brochure Cover Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together



Brochure Cover Examples With In-Language 2010 Census Logo

Chinese



Arabic



Spanish



13.2

13.2.1

Factsheet

Factsheet Cover Examples With the 2010 Census Logo or AIAN Logo and U.S. Census Bureau Wordmark Together

The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.

2010 Census examples

United States 2010 Census
Fayetteville and Eastern North Carolina (Benton County, Robeson County, Cumberland, Harnett, Lee, Montgomery, Moore, Richmond and Scotland)

The 2008 Census Dress Rehearsal is the last opportunity for the Census Bureau to practice the 2010 Census. While we have tested certain parts of the Census, we have not yet tested the entire process. We will use the same methods to see how well the Census Bureau can produce accurate counts of the people and housing units in your community and across the nation in 2010.

The city of Fayetteville, N.C., and the surrounding nine-county area were selected for the dress rehearsal primarily because it is a rural area with rural areas and has two large military bases (Fort Bragg and Pope Air Force Base).

San Joaquin County, Calif., also was selected by the Census Bureau to participate in the 2008 Census Dress Rehearsal.

What You Need to Know

- Most households in the Census Dress Rehearsal will receive a census questionnaire in the mail. Some may have questionnaire delivered by mail or by a Census Bureau worker. Respondents are asked to complete the form and return them by mail.
- Census workers will visit households to complete questionnaire.
- Keeping answers confidential is the Census Bureau's highest priority—*—Louis Kincannon, Director of the U.S. Census Bureau*

Fayetteville & Surrounding Area Quick Facts
Revised August 2006

Population: 280,156
U.S. Rank: 142,196
Percentage of Population by Race:

Race	Percentage
White	69%
Black	21%
Asian	2%
Two or more races	1%
American Indian and Alaskan Native	1%

Hispanic Origin: Percentage by Age:

Age	Percentage
18 to 24	40%
25 to 34	37%
35 to 44	30%

Percentage of Population Age 16 and Older Speaks Spanish at Home:

Language	Percentage
English	87%
Spanish	13%

Housing Units:

Area	Population	Housing Units
Fayetteville area	294,000	115,000
Population in Group Quarters	24,000	11,000
Fayetteville area	294,000	115,000
U.S. Census 2000	27,794,623	10,000,000

U.S. CENSUS BUREAU
U.S. Department of Commerce
Economic and Statistics Administration
U.S. CENSUS BUREAU
1450 K Street, NW
Washington, DC 20533-4000

Building Partnerships
United States 2010 Census
Your help is essential

In preparation for the 2010 Census, the U.S. Census Bureau selected Travis County as one of only two sites for the 2008 Census Dress Rehearsal. With its use of technology and a variety of households, Travis County is an ideal testing ground for the Census Bureau.

Partners helped the Census Bureau conduct a successful Census 2000, and we will again need our partners' help to conduct a successful Census 2010. Help complete the 2006 Census Test.

Local governments, community organizations, businesses, and the media in Travis County can help spread the word about the 2010 Census Test and encourage everyone to participate.

The Media can:

- Published stories about the 2008 Census Test.
- Donate space for public service announcements.
- Provide coverage of census activities and operations.
- Encourage local media to take part in the census promotional activities.

Businesses can:

- Display and distribute census materials.
- Sponsor community events to promote the 2006 Census Test.

Community groups can:

- Include information about the 2008 Census Test in newsletters and mailings.
- Display a map of the area included in the test.

Local governments can:

- Display and distribute census materials.
- Sponsor community events to promote the 2006 Census Test.

U.S. CENSUS BUREAU
U.S. Department of Commerce
Economic and Statistics Administration
U.S. CENSUS BUREAU
1450 K Street, NW
Washington, DC 20533-4000

AIAN examples

United States 2010 Census
San Joaquin County, California

The 2008 Census Dress Rehearsal is the last opportunity for the Census Bureau to practice the 2010 Census. While we have tested certain parts of the Census, we have not yet tested the entire process. We will use the same methods to see how well the Census Bureau can produce accurate counts of the people and housing units in your community and across the nation in 2010.

San Joaquin County was selected as one of only two dress rehearsal sites in the nation because it is a rural area with a rapidly growing and diverse population and has an ideal mix of households that are not served by telephone.

San Joaquin County, N.C., also was selected by the Census Bureau to participate in the 2008 Census Dress Rehearsal.

What You Need to Know

- Most households in the Census Dress Rehearsal will receive a census questionnaire in the mail. Some may have questionnaire delivered by mail or by a Census Bureau worker. Respondents are asked to complete the form and return them by mail.
- Census workers will visit households to complete questionnaire.
- Keeping answers confidential is the Census Bureau's highest priority—*—Louis Kincannon, Director of the U.S. Census Bureau*

San Joaquin County Quick Facts
Revised April 2006

Population: 541,598
U.S. Rank: 286,413,000
Percentage of Population by Race:

Race	Percentage
White	69%
Black	21%
Asian	2%
Two or more races	1%
American Indian and Alaskan Native	1%

Hispanic Origin: Percentage by Age:

Age	Percentage
18 to 24	36.5%
25 to 34	32.5%
35 to 44	32.5%

Percentage of Population Age 16 or Older Speaks Spanish:

Language	Percentage
English	87%
Spanish	13%

Housing Units:

Area	Population	Housing Units
San Joaquin County	541,598	115,904,641
Population in Group Quarters	24,000	11,000
San Joaquin County	541,598	115,904,641
U.S. Census 2000	27,794,623	10,000,000

U.S. CENSUS BUREAU
U.S. Department of Commerce
Economic and Statistics Administration
U.S. CENSUS BUREAU
1450 K Street, NW
Washington, DC 20533-4000

Building Partnerships
United States 2010 Census
Your help is essential

In preparation for the 2010 Census, the U.S. Census Bureau selected Travis County as one of only two sites for the 2008 Census Dress Rehearsal. With its use of technology and a variety of households, Travis County is an ideal testing ground for the Census Bureau.

Partners helped the Census Bureau conduct a successful Census 2000, and we will again need our partners' help to conduct a successful Census 2010. Help complete the 2006 Census Test.

Local governments, community organizations, businesses, and the media in Travis County can help spread the word about the 2010 Census Test and encourage everyone to participate.

The Media can:

- Published stories about the 2008 Census Test.
- Donate space for public service announcements.
- Provide coverage of census activities and operations.
- Encourage local media to take part in the census promotional activities.

Businesses can:

- Display and distribute census materials.
- Sponsor community events to promote the 2006 Census Test.

Community groups can:

- Include information about the 2008 Census Test in newsletters and mailings.
- Display a map of the area included in the test.

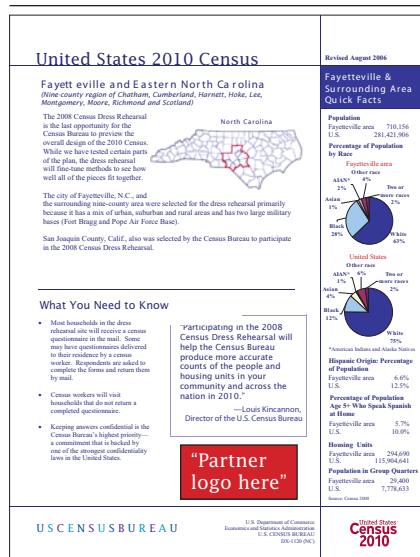
Local governments can:

- Display and distribute census materials.
- Sponsor community events to promote the 2006 Census Test.

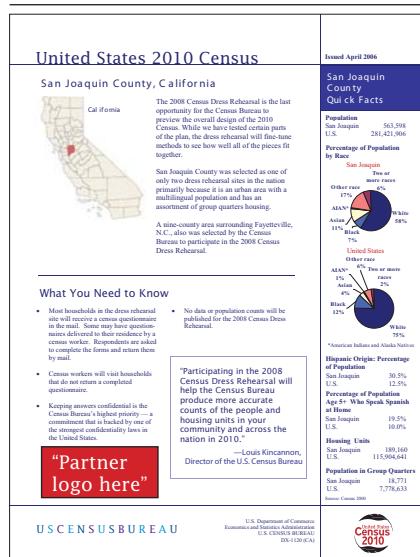
U.S. CENSUS BUREAU
U.S. Department of Commerce
Economic and Statistics Administration
U.S. CENSUS BUREAU
1450 K Street, NW
Washington, DC 20533-4000

Factsheet Cover Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together

2010 Census example



AIAN example



Factsheet Cover Examples With the 2010 Census Logo Alone

Children Dora Spanish Factsheet



Community Factsheet

United States Census 2010

The U.S. Census Bureau is issuing a call to action for every resident of our nation:
"BE COUNTED IN 2010."

The Census: A Snapshot

- What:** The census is a count of everyone residing in the United States.
- Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- When:** Census Day is April 1, 2010. Questionnaire responses are confidential and are legally anonymous. Los datos también se utilizan para la redistribución de los 438 mil millones de dólares que el Gobierno Federal gasta anualmente en los Estados Unidos cada año a las comunidades para establecer y mejorar las escuelas, los hospitales, las carreteras y las comunidades para todos.
- Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts used to determine representation in the U.S. House of Representatives.
- How:** Census questionnaires will be delivered or mailed to households in March 2010. Many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

THE 2010 CENSUS IS IMPORTANT.

It determines the distribution of more than \$400 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

YOU CAN MAKE A DIFFERENCE.

As an influential community-based organization leader, you can encourage the people you represent are fully counted. With your help, the Census Bureau will strive to produce accurate data, which will directly affect the quality of life in your community.

Elected Official Factsheet

United States Census 2010

The U.S. Census Bureau is issuing a call to action for every resident of our nation:
"BE COUNTED IN 2010."

ELECTED OFFICIALS

The Census: A Snapshot

- What:** The census is a count of everyone residing in the United States.
- Who:** All U.S. residents must be counted—people of all races and ethnic groups, both citizens and non-citizens.
- When:** Census Day is April 1, 2010. Questionnaire responses are confidential and are legally anonymous. Los datos también se utilizan para la redistribución de los 438 mil millones de dólares que el Gobierno Federal gasta anualmente en los Estados Unidos cada año a las comunidades para establecer y mejorar las escuelas, los hospitales, las carreteras y las comunidades para todos.
- Why:** The U.S. Constitution requires a national census once every 10 years. The census will show state population counts used to determine representation in the U.S. House of Representatives.
- How:** Census questionnaires will be delivered or mailed to households in March 2010. Many households will receive a replacement questionnaire in early April. Census workers also will visit households that do not return questionnaires.

THE 2010 CENSUS IS IMPORTANT.

It determines the distribution of more than \$400 billion annually of government funding for critical community services. It generates thousands of jobs across the country. And it impacts your voice in Congress.

YOU CAN MAKE A DIFFERENCE.

As an influential elected official, you can raise awareness, encourage participation in this historic event. You can also help your constituents receive their fair share of critical services, census jobs and congressional representation.



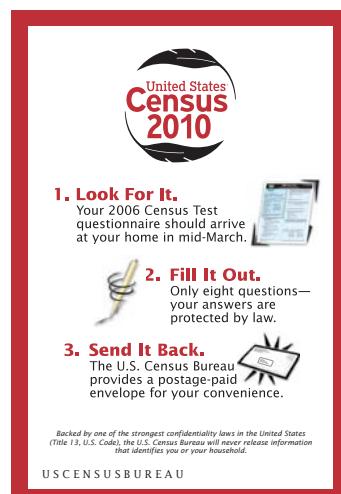
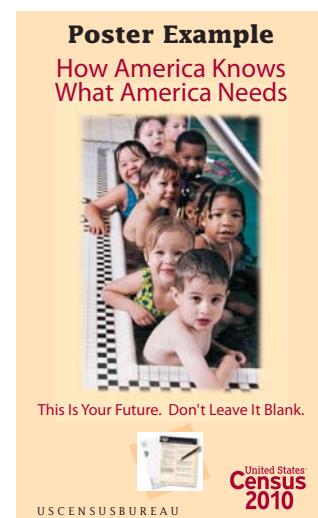
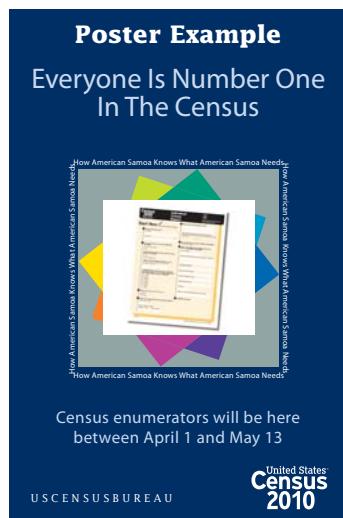
13.3

Poster

13.3.1

Poster Examples With the 2010 Census Logo or AIAN Logo and U.S. Census Bureau Wordmark Together

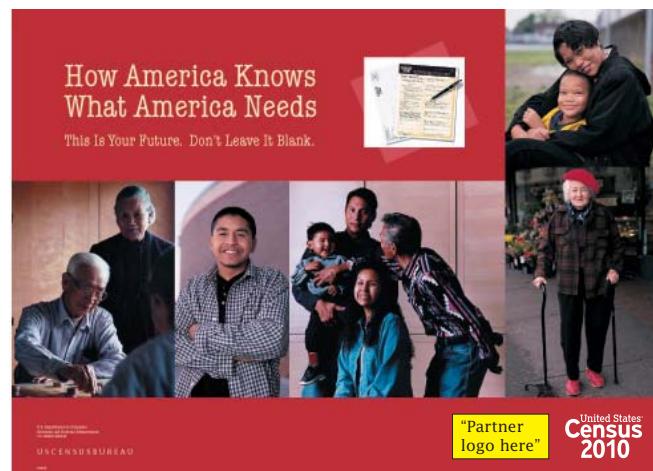
The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.



13.3.2

Poster Examples With the 2010 Census Logo or AIAN Logo and Another Logo Together

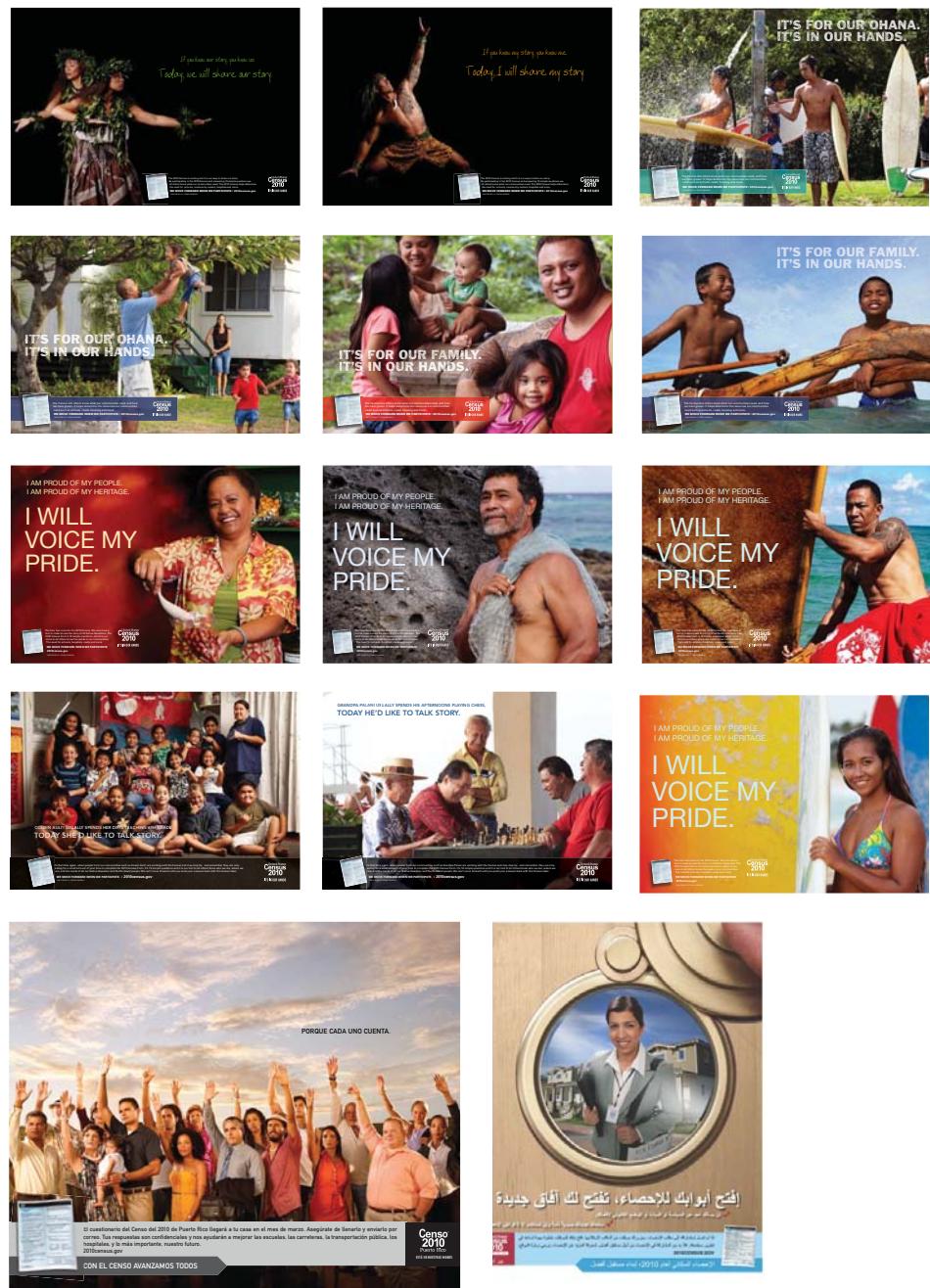
2010 Census example



AIAN example



Paid Media Print Examples With the 2010 Census Logo and “It’s In Our Hands” Lockup.

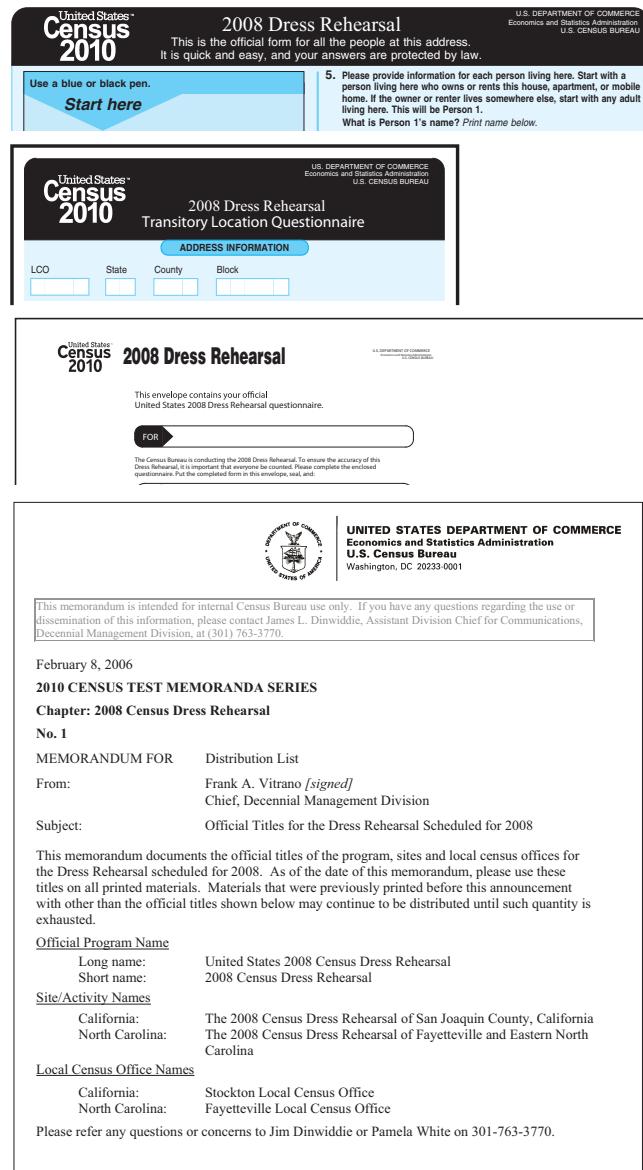


2010 Census Dress Rehearsal

2010 Census Logo With the 2008 Census Dress Rehearsal Title

The 2010 Census logo should always appear to the left of the 2008 Census Dress Rehearsal title.

These are examples of 2010 Census logo placement on 2008 Dress Rehearsal materials.



2008 Dress Rehearsal Examples

English Questionnaire

Bilingual English/Spanish Questionnaire

Military Census Report (MCR)

<p>United States Census 2010</p> <p>Use a blue or black pen.</p> <p>Start here</p> <p>1. What is your name? Print name below: Last Name _____ First Name _____</p> <p>2. What is your sex? Mark ONE box. <input type="checkbox"/> Male <input type="checkbox"/> Female</p> <p>3. What is your age and what is your date of birth? Age _____ Birth Date _____ D.O.B. Format: DD/MM/YY <input type="checkbox"/> 18 years old or younger <input type="checkbox"/> 19 years old <input type="checkbox"/> 20 years old <input type="checkbox"/> 21 years old or older</p> <p>Age on April 1, 2010 <input type="checkbox"/> 18 years old or younger <input type="checkbox"/> 19 years old <input type="checkbox"/> 20 years old <input type="checkbox"/> 21 years old or older</p> <p>Print numbers in blue ink.</p> <p>91. I will complete a census questionnaire for all the people staying at this [R]esidence [R]ight now. I will answer the questions for all the people staying here about 10 minutes. (Read the Response Sheet, DX-21, if this Privacy Notice does not fully answer your questions about the census.)</p> <p>92. Identify yourself: how many people are living or staying in this [R]esidence [R]ight now who have no other place they usually live?</p> <p>Number of people _____</p> <p>93. What is the mailing address of this unit? House No. _____ Street Name, Rural Route and box, or PO box _____</p> <p>94. Apt. No. or Location _____</p> <p>City _____ State _____ ZIP Code _____</p> <p>95. Do you or does someone in this household or garage or car, including home equity and savings accounts, have any cash? <input type="checkbox"/> Own a savings or checking account <input type="checkbox"/> Own a car and clear <input type="checkbox"/> Own a house <input type="checkbox"/> Occupy owned property of rent</p> <p>OMB No. 0607-0319-DR; Approval Expires 8/20/2010 <input type="checkbox"/> Form DX-21 (Rev. 04-00-02)</p> <p>U.S. CENSUS BUREAU</p>	<p>U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS U.S. CENSUS BUREAU</p> <p>2008 Dress Rehearsal Military Census Report</p> <p>U.S. DEPARTMENT OF COMMERCE BUREAU OF THE CENSUS U.S. CENSUS BUREAU</p> <p>2008 Dress Rehearsal Transtory Location Questionnaire</p> <p>ADDRESS INFORMATION</p> <p>Loc. _____ State _____ County _____ Block _____ AA _____ Map Spot _____ Unit ID _____</p> <p>INTRODUCTION</p> <p>91. I will complete a census questionnaire for all the people staying at this [R]esidence [R]ight now. I will answer the questions for all the people staying here about 10 minutes. (Read the Response Sheet, DX-21, if this Privacy Notice does not fully answer your questions about the census.)</p> <p>92. Identify yourself: how many people are living or staying in this [R]esidence [R]ight now who have no other place they usually live?</p> <p>Number of people _____</p> <p>HOUSING</p> <p>91. What is the mailing address of this unit? House No. _____ Street Name, Rural Route and box, or PO box _____</p> <p>94. Apt. No. or Location _____</p> <p>City _____ State _____ ZIP Code _____</p> <p>95. Do you or does someone in this household or garage or car, including home equity and savings accounts, have any cash? <input type="checkbox"/> Own a savings or checking account <input type="checkbox"/> Own a car and clear <input type="checkbox"/> Own a house <input type="checkbox"/> Occupy owned property of rent</p> <p>2008 Ensayo Geográfico</p> <p>Este boletín contiene</p>
--	---

Transitory Location Questionnaire

2010 **Ensayo General del 2008**

Spanish envelope

English envelope

An image of a USPS envelope for the 2008 Dress Rehearsal. The envelope is white with a blue horizontal bar near the top. The text '2008 Dress Rehearsal' is printed in blue. The '2008' is enclosed in a small blue box. The 'Dress Rehearsal' is enclosed in a larger blue box. The '2008' box has a small '2008' logo to its left. The 'Dress Rehearsal' box has a small 'Dress Rehearsal' logo to its left. The envelope has a blue return address label at the top left and a blue postage label at the top right. The main body of the envelope has blue text: 'This envelope contains your [office] United States 2008 Dress Rehearsal questionnaire.', 'For [office] [name]', and 'The Census Bureau is conducting the 2008 Census Rehearsal. To measure the accuracy of the Census Bureau's 2010 Census plans, we are asking you to answer some questions about your household. Your responses will help us make sure the 2010 Census is accurate and useful.' Below this is a large blue rectangular box for the questionnaire. At the bottom, there is blue text: 'Thank you for your participation.', 'This envelope contains your [office] United States 2008 Dress Rehearsal questionnaire. Your responses will help us make sure the 2010 Census is accurate and useful. You can return this envelope to the U.S. Census Bureau at any time between now and June 30, 2008. You can also respond online at 2010.census.gov. You can also respond by telephone at 1-800-829-5050, or by mail to U.S. Census Bureau, 450 Golden Gate Avenue, San Francisco, CA 94102-3443. You can also respond in person at one of the many Census Bureau processing centers across the country. For more information, visit 2010.census.gov or call 1-800-829-5050. You can also respond in person at one of the many Census Bureau processing centers across the country. For more information, visit 2010.census.gov or call 1-800-829-5050.' There is also a blue 'U.S. GOVERNMENT' logo at the bottom.

Section 15.0

2010 Census Public Use Forms

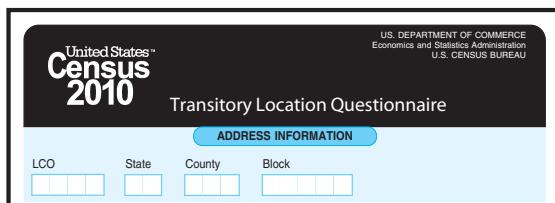
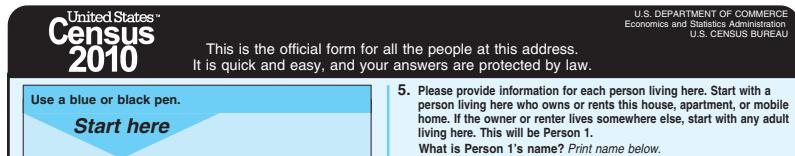
15.1

Questionnaire and Report

15.1.1

2010 Census Logo With Questionnaire and Report

The 2010 Census logo should always appear at the top and left of the questionnaire.



English and Bilingual Questionnaire Examples

United States® Census 2010

This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law.

Use a blue or black pen. **Start here**

The Census must count every person living here on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2008.
- Leave these people off your form, even if they will return to their home after they leave. If they are in a nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2008, count that person. Otherwise, he or she should be missed in the census.
- How many people were living or staying in this house, apartment, or mobile home on April 1, 2008?

Number of people =

2. Were there any additional people staying here April 1, 2008 that you did not include in Question 1?

Mark X all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home —

Mark X all that apply.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented
- Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.

Area Code + Number

Form DX-1 (5-2007) OMB No. 0607-0915; Approval Expires 4/30/2007

U.S. CENSUS BUREAU

English Questionnaire example

United States® Census 2010

This is the official form for all the people at this address. It is quick and easy, and your answers are protected by law.

Use a blue or black pen. **Start here**

The Census must count every person living in the United States on April 1, 2010.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2008.
- Leave these people off your form, even if they will return to their home after they leave. If they are in a nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2008, count that person. Otherwise, he or she should be missed in the census.
- How many people were living or staying in this house, apartment, or mobile home on April 1, 2008?

2. Were there any additional people staying here April 1, 2008 that you did not include in Question 1?

Mark X all that apply.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home —

Mark X all that apply.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented
- Occupied without payment of rent?

4. What is your telephone number? We may call if we don't understand an answer.

Area Code + Number

Form DX-1 (5-2007) OMB No. 0607-0915; Approval Expires 4/30/2007

U.S. CENSUS BUREAU

Bilingual English/Spanish Questionnaire example

United States® Census 2010

Este es el cuestionario oficial del Censo de los EE.UU. Se hace y viene de acuerdo con la ley. Sus respuestas están protegidas por la ley. Por favor, complete este cuestionario y devuélvalo a la oficina más cercana y conveniente por correo hoy.

Comience Aquí

Use un bolígrafo de tinta azul o negra.

El Censo tiene que contar a cada persona que vive aquí el 1 de abril de 2010.

Antes de responder a la Pregunta 1, cuente a las personas que viven en esta casa, apartamento o casa móvil usando nuestras instrucciones.

- Cuenta a todas las personas, incluyendo a bebés, que viven y duermen aquí la mayor parte del tiempo.

La Oficina del Censo también lleva a cabo recuentos en las siguientes ubicaciones:

- No cuenta a alguien que no vive aquí por estar en la Fuerzas Armadas.
- No cuenta a alguien que esté en un lugar de convención, clínica médica, hospital, etc., el 1 de abril de 2010.
- No incluye a esas personas en su cuestionario, aunque viven a vivir aquí después de salir de la universidad, hogar de convalecencia, hospital, cárcel, etc. De otra manera, serían contados dos veces.

La Oficina del Censo también tiene que incluir a las personas sin un lugar permanente donde quedarse, por lo tanto:

- Si alguien sin un lugar permanente donde quedarse es quedando sin el 1 de abril de 2008, cuente a esa persona. De otra manera, póngase en contacto con la oficina más cercana.

1. ¿Cuántas personas viven o se quedan en esta casa, apartamento o casa móvil el 1 de abril de 2008?

Número de personas =

2. ¿Había personas adicionales quedándose aquí el 1 de abril de 2008 que usted no incluyó en la Pregunta 1?

Marque X todas las que aplican.

- Children, such as newborn babies or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in baby sitters
- People staying here temporarily
- No additional people

3. ¿Es esta casa, apartamento o casa móvil —

Marque X una casilla.

- Propiedad suya o de alguien en este hogar con una hipoteca o préstamo sobre el valor líquido de la casa.
- Propiedad suya o de alguien en este hogar libre y sin deuda (sin una hipoteca o préstamo).
- Renta
- Occupied without payment of rent?

4. ¿Cuál es su número de teléfono? Puede que lo llamemos si no entendemos una respuesta.

Código del área + Número

Form DX-1(E/S) (11-07-2006) OMB No. 0607-0915; Approval Expires 4/30/2007

U.S. CENSUS BUREAU

Census Questionnaire and Report Examples

1. What is your name? Print name below:
 Last Name _____
 First Name _____ MI _____
 2. What is your sex? Mark **K** ONE box.
 Male Female
 3. What is your age and what is your date of birth?
 Please report baby as age 0 when the child is less than 1 year old.
 Print numbers in boxes.
 Age on April 1, 2008 Month Day Year of birth
 _____ / _____ / _____

4. Are you of Hispanic, Latino, or Spanish origin?
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, Other Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spanish, and so on. _____

5. What is your race? Mark **C** ONE box.
 White
 Black, African Am., or Negro
 American Indian or Alaskan Native
 Asian Indian, Japanese, Chinese, Korean, Vietnamese, and so on
 Other Asian — Print race, for example, Hmong, Lao, Thai, Cambodian, Vietnamese, and so on
 Some other race — Print race, for example, Arab, Indian, Pakistani, and so on
 ↗ Continue with Question

OMB No. 0607-0919-DR. Approval Expires 8/30/2010
 Form DX-21 (A-30-2007)

U.S. CENSUS BUREAU

Military Census Report (MCR) example

1. I will complete a census questionnaire for all the people staying at this (RV/boat/room/unit) who have no other place they usually live and sleep. This should take about 10 minutes. (Hand respondent the Information Sheet, (DX-1F) / This Privacy Notice and the Confidentiality Statement, (DX-1G) before you begin. I will be referring to this Information Sheet while we fill out the questionnaire.)

2. Including yourself, how many people are living or staying in this (RV/boat/room/unit) who have no other place they usually live?

Number of people = _____

1. What is the mailing address of this unit?
 House No. _____ Street name, Rural Route and box, or _____
 Apt. No. or Location _____
 City _____ State _____ ZIP _____

2. Do you or does someone in this household own this (RV/boat/room/unit) mortgage or loan, including home equity loans; own it free and clear; or occupy it without having to pay rent?
 Own with a mortgage or loan
 Own free and clear
 Rent
 Occupy without payment of rent

INTRODUCTION
 NOTES
 Form DX-15 (5-1-2007) OMB No. 0607-0919-DR, Approval Expires 8/30/2010
 U.S. CENSUS BUREAU

Transitory Location Questionnaire example

Who should be listed on this form?
 • Include yourself if you have not been counted in the 2008 Census Dress Rehearsal.
 • Include anyone else who was living with you on April 1, 2008 who has not yet been counted.
 • Include family members who are not living with you because they live and sleep at other addresses most of the time and not been counted. Do not forget boarders.

NOTES
 Be sure to provide your complete address.
 • If you have more than one residence, provide the address of the place where you live most of the time and not been counted. Do not forget boarders.
 • If you do not have an address, complete this form and provide information on where you stayed on April 1, 2008.

PHOTOCOPIES CANNOT BE ACCEPTED

If you need help completing this form, call 1-800-872-0203 between 8:00 a.m. and 9:00 p.m. Monday through Saturday and 11:00 a.m. and 2:00 p.m. Sunday. The telephone call is free.
 TDD—Telephone display device for the hearing impaired. Call 1-800-786-5449 between 8:00 a.m. and 9:00 p.m. Monday through Saturday and 11:00 a.m. and 2:00 p.m. Sunday. The telephone call is free.
 NEEDESTA AYUDAT Si usted necesita ayuda para contestar este cuestionario, llame al 1-800-872-0203 entre las 8:00 a.m. y las 9:00 p.m. de lunes a sábado y entre las 11:00 a.m. y las 2:00 p.m. los domingos. La llamada telefónica es gratuita.

Form DX-10 (4-20-2007) OMB No. 0607-0919-DR. Approval Expires 8/30/2010
 U.S. CENSUS BUREAU

Be Counted Questionnaire example

Individual Census Report Example

The image shows the front and back sides of an Individual Census Report (ICR) for the 2008 Census Dress Rehearsal. The front side (left) contains questions 1 through 7, including fields for name, sex, age, race, and address. The back side (right) contains a thank you message, a signature of Charles Louis Kincannon, and official use only information.

Front Side (Individual Census Report):

- 1. What is your name? Print name below.
- 2. What is your sex? Mark X. ONE box.
- 3. What is your age and what is your date of birth?
- 4. Are you of Hispanic, Latino, or Spanish origin?
- 5. What is your race? Mark X. one or more boxes.
- 6. Do you live or stay in this facility MOST OF THE TIME?
- 7. (If No) What is the full address of the place where you live or stay MOST OF THE TIME?

Back Side (United States Census Bureau):

March 17, 2008

Dear Resident:

The U.S. Constitution requires that a census of the United States be conducted every 10 years. To prepare for the 2010 Census, the U.S. Census Bureau is conducting the 2008 Census Dress Rehearsal. The results will be used to develop better methods that will make the 2010 Census easier, more convenient, and less costly for taxpayers.

It is important that everyone be counted, regardless of where they may be living at the time of the census. The **Individual Census Report** is to be used to count people who are currently living or staying in group quarters, such as college or university dormitories, nursing homes, group homes, emergency and transitional shelters for people experiencing homelessness, and other such locations. Your answers are confidential. That means the Census Bureau cannot give out information that identifies you. The survey answers will only be used for statistical purposes, and for no other purpose. As allowed by law, census forms become public after 72 years (Title 44, United States Code, Section 2108).

Please follow the instructions you were given when you received this form for returning it to the appropriate person.

Sincerely,

Charles Louis Kincannon
Charles Louis Kincannon
Director, U.S. Census Bureau

Thank you for completing your official 2008 Census Dress Rehearsal form.

FOR OFFICIAL USE ONLY

GO Control Number

A. PN B. JIC1 C. JIC2

FORM DX-20 (3-21-2007)

www.census.gov/2010census

United States Census Bureau
2010

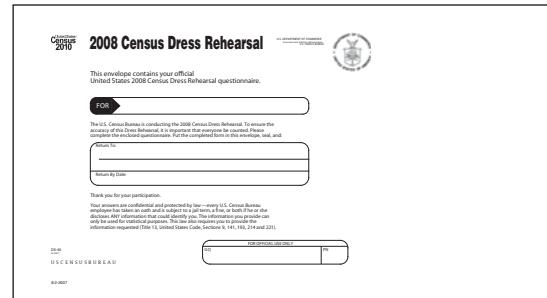
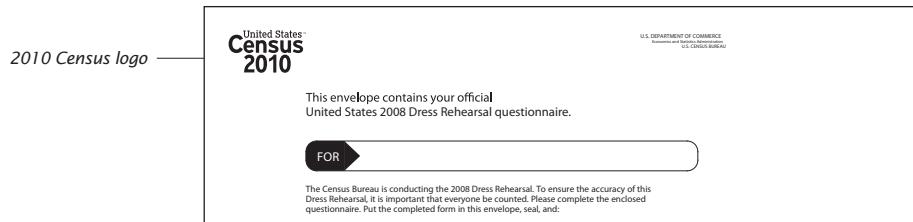
800101

800102

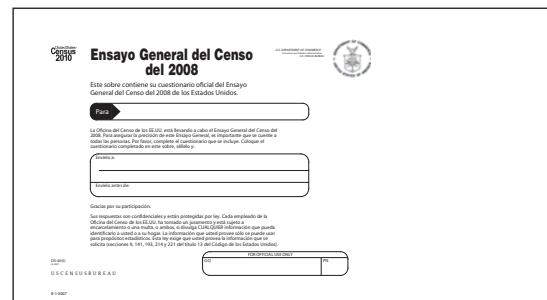
Individual Census Report (ICR) example

2010 Census Logo With Envelopes

The 2010 Census logo should always appear at the top and left of the envelope.

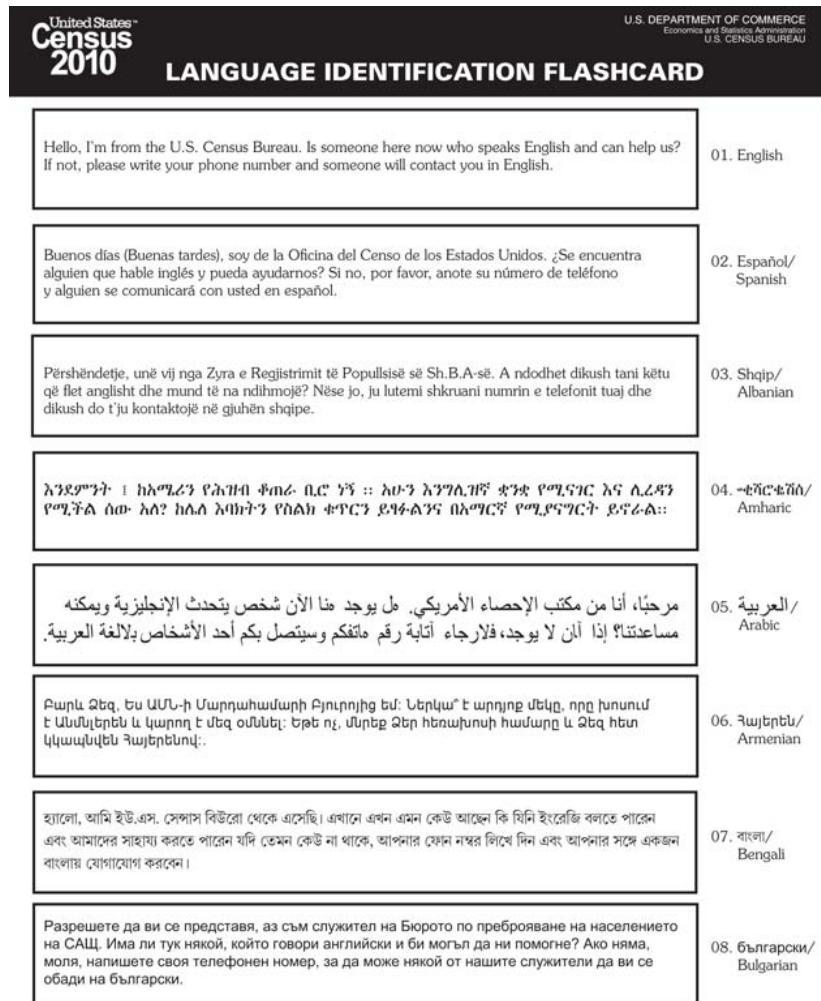


English envelope example



Spanish envelope example

2010 Census Logo With Flashcard



Section 16.0

2010 Census Manuals

16.1

Manuals

16.1.1

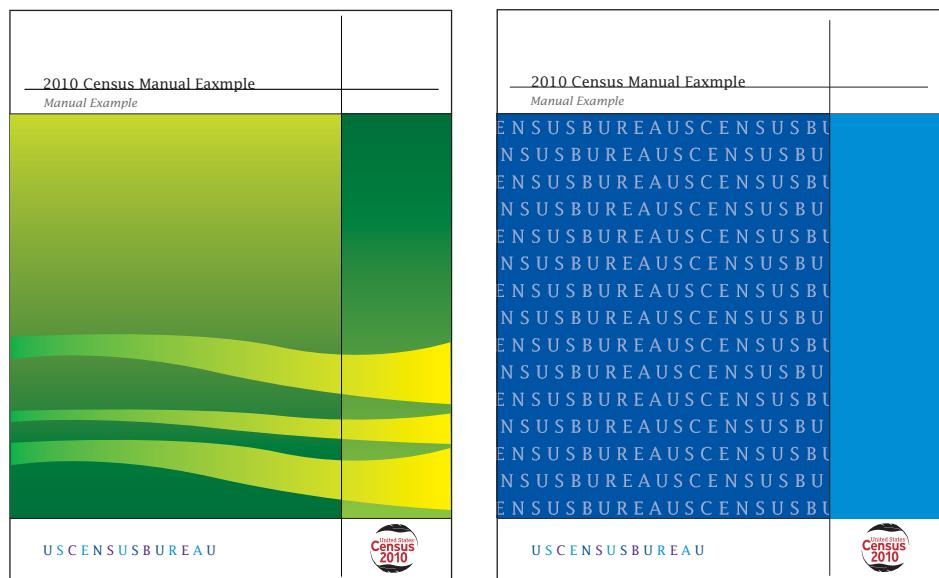
Manual Cover Examples With the 2010 Census Logo and U.S. Census Bureau Wordmark Together

The following pages are examples of how the 2010 Census logo and the AIAN logo could be used with copy in accordance to the guidelines in sections 2.0 and 3.0.



16.1.2

Manual Cover Examples With the AIAN Logo and U.S. Census Bureau Wordmark Together



16.1.3

Manual Cover Examples With the 2010 Census Logo and Another Logo Together



16.1.4

Manual Cover Examples With the AIAN Logo and Another Logo Together



U.S. Census Bureau Wordmark

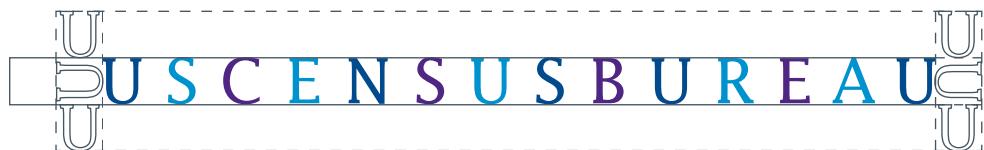
Wordmark Guidelines

The preferred version of the wordmark is shown on this page. The preferred presentation uses an alternating pattern of navy, blue, and purple letters. The wordmark may appear as all black or reversed out of a color. Single-color versions of the wordmark are also permitted, particularly in 1- or 2-color printed products. Our wordmark represents a continuous flow of facts and data being communicated.

U S C E N S U S B U R E A U

Wordmark

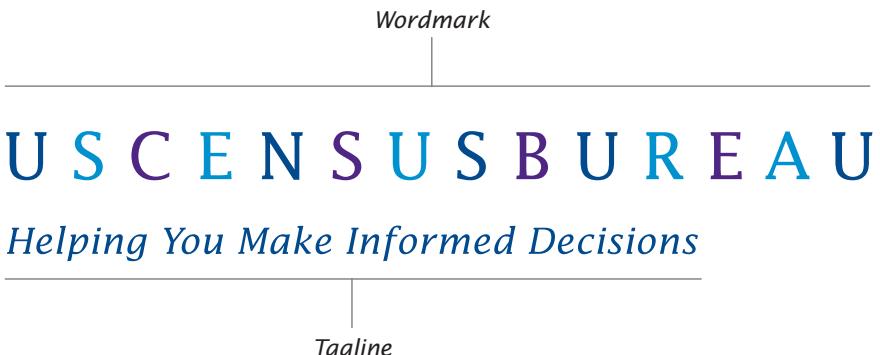
The integrity of the wordmark must be preserved by allowing for an adequate amount of clear space. The clear space has been defined as a minimum of the height of the first element in the wordmark, the capital letter "U." Do not allow any other elements, such as type, graphics, or photography to interfere with the visual impact of the identity. It is acceptable and often desirable to create even more clear space around the wordmark if space allows.



Wordmark With Tagline

The tagline is a phrase that supports the vision and mission of the U.S. Census Bureau. More than a slogan, the Census Bureau's corporate tagline—when used according to these guidelines—projects longevity and commitment that extends beyond the visual identity system to our perception as a provider of quality services and products.

The corporate tagline has a specifically defined position and relationship to the wordmark. While there are instances where the wordmark may appear alone, the corporate tagline never does. It always appears with the wordmark when data is released to the general public and may appear on certain other applications such as marketing materials. The corporate tagline appears in Census navy, flush left, a cap height down from the wordmark.

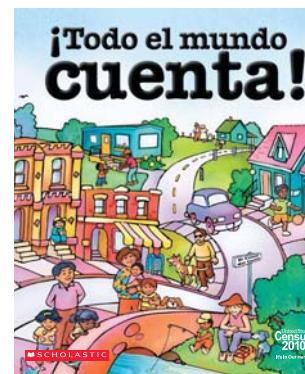
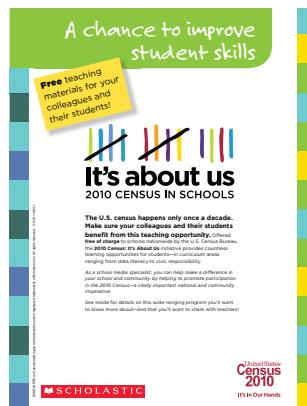


As with the wordmark alone, the integrity of the wordmark with corporate tagline must be preserved by allowing for an adequate amount of clear space around the configuration. As shown in the example on this page, a minimum clear space equal to the height of the capital letter "U" must be left around the wordmark with the corporate tagline.



2010 Census Tagline Guidelines

Additional Logo Were Developed by Outside Contractors to Support the 2010 Census Included:



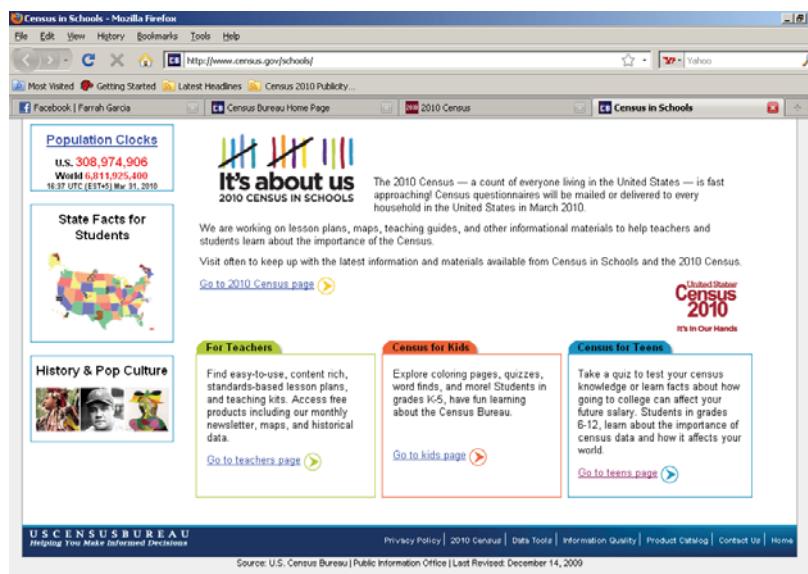
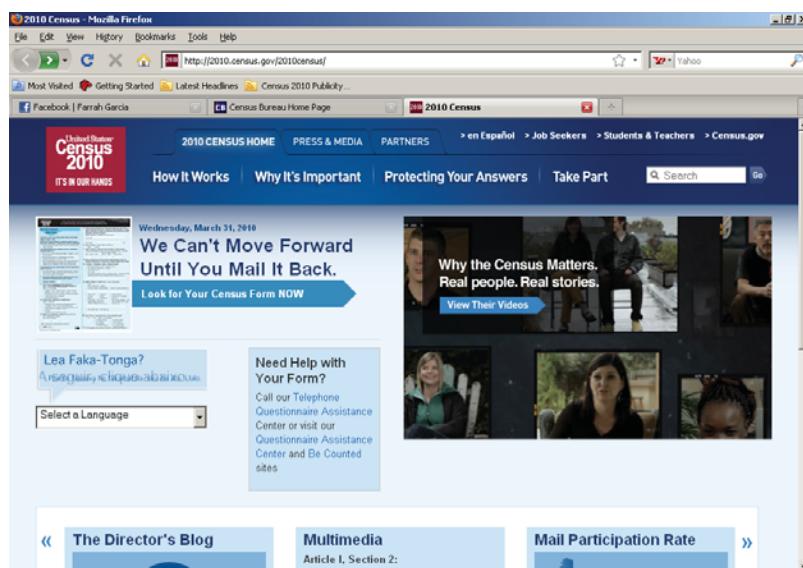
IT'S IN OUR HANDS

ESTÁ EN NUESTRAS MANOS

2010 Census Web Site Guidelines

19.1

The 2010 Census Website has been designed to provide the public a virtual real-time experience about the 2010 Census and related activities. Covering topics such as: How it Works, Census in the Schools, Protecting your Information, and many more.



Logo Application Process

Use of the 2010 Census Logo

USE OF THE 2010 CENSUS LOGO

The logo, United States Census 2000, became the visual cornerstone of the Census 2000 program. Due to its popularity, the Census Bureau decided to modify that logo for use during the 2010 Census. The 2010 Census logo may be used to help promote the 2010 Census and the tests to prepare for the census.

Care must be taken in the use of the 2010 Census logo. The logo must be presented in a consistent fashion, and its use must adhere to U.S. Department of Commerce guidelines. If it is used haphazardly, the logo's value will be diminished. The Census Bureau has prepared guidelines to facilitate consistency and quality in the use of the logo. The use of the logo cannot appear to endorse or show favoritism toward the requesting organization. The Census Bureau reserves the right to revoke the privilege of using the 2010 Census logo should its use be found inappropriate or in violation of these guidelines. The Census Bureau reserves the right to control the quality of the use of the 2010 Census logo. Permission to use the logo is not assignable.

Those wishing to use the 2010 Census logo should visit <www.census.gov> and click the 2010 Census Logo or 2010 Census link and it will take you to the 2010 Census Web page.

Glossary of Terms

Address block: The block of typeset copy that contains mailing information and/or telephone numbers and any additional access information.

Corporate colors: Census red and black (see Section 3.2).

Flush left, rag right: A typographic specification where copy will appear aligned on the left and will break naturally between words on the right.

Leading: The vertical spacing between lines of copy that is measured in point increments.

Logo type: The custom typographic rendering of the words and numbers, “United States 2010 Census.”

PANTONE®: See the current PANTONE® Color Standards book for color swatches and formulas. PANTONE® is a registered trademark of Pantone, Inc.

Point (pt.): A type setting unit of measure used in specifying type size, leading, and rule line thickness. There are 12 points to a pica and 72 points per inch.

Positive: Reproduction of an image that appears as a darker value than the background.

Reverse: Reproduction of an image that appears as a negative. Generally, white with a darker background value.

Sans serif: A type style with no serifs and little contrast between thick and thin strokes.

Tagline: An approved phrase or slogan utilized for advertising and promotional purposes.

Value: The relative lightness or darkness of a particular shade or color.

PANTONE® Swatches Shade Percentage Breakdown

Pantone swatches shade percentage breakdown

PANTONE® 194C



100%

PANTONE® 187U



100%

PANTONE® 2613C



100%



75%



75%



75%



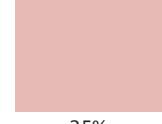
50%



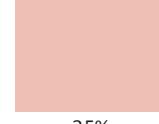
50%



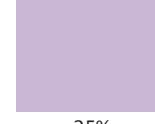
50%



25%



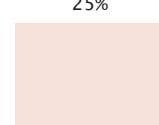
25%



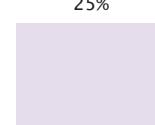
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Notes